

**David Eisner**  
**Get Involved Press Briefing Remarks at WHCoA**  
**Monday, Dec. 12, 2005**

Thank you and welcome. I am excited to be here for the launch of “Get Involved” PSA campaign. This is a historic moment – the first of America’s 77 million Baby Boomers will start turning 60 in January. Some see this coming age wave as a burden -- we see it as an unprecedented opportunity to transform society. Baby Boomers are largest, healthiest, most-skilled, best-educated generation in history. Just imagine what we can do if we can tap their skills and experience – to help mentor and tutor youth, provide long-term care, and help our nonprofits do more.

In a few minutes you’ll meet the four boomer volunteers who are in the campaign. First I want to recognize our speakers and guests:

- Honorable Dorcas R. Hardy, chair of the Conference’s Policy Committee
  - Baby boomer expert Ken Dychtwald
  - Desiree Sayle, Deputy Assistant to the President and Director of the USA Freedom Corps.
- I’m also delighted to have members of our Board and leaders of our Senior Corps:
- Alan Solomont and Mimi Mager from our Board of Directors
  - Tess Scannell, Director of Senior Corps
  - Melodye Kleinman, President, National Assoc. of RSVP Project Directors
  - Brenda Lax, President, National Assoc. of FGP Project Directors
  - Larry Imhoff, from the National Assoc. of SCP Project Directors
- And our corporate and media partners who will help get this campaign into boomer living rooms:
- Sarah Roberts, National Association of Broadcasters
  - Rich D’Amato, from America Online
  - Steven Wing from CVS
- I’m especially pleased that we have so many representatives of America’s nonprofit community here today:
- Marguerite Salle, CEO of America’s Promise
  - Bill Bentley, COO of the Points of Light Foundation
  - Jennie Chin Hansen, Chair of AARP Foundation

More than 34 national nonprofits from Independent Sector and the American Red Cross to Catholic Charities and Communities in Schools are supporting this campaign as have many private businesses including AOL, IBM, and General Mills.

They know – as we do – that there is incredible potential in this generation

Today we've all gathered for the launch of our "Get Involved" ad campaign.

But this campaign is just part of a much larger strategy. In this afternoon's plenary, I will call for a cultural shift and a national strategy from all three major sectors of our society: nonprofit organizations, business, and government.

We at the Corporation for National and Community Service are doing our part. We've made engaging Baby Boomers in service as one of the top priorities of five-year strategic plan. And we are focusing some of our grant-making in this direction. Today I'm pleased to announce \$3.9 million in Challenge Grants to 6 organizations: AARP Foundation, Big Brothers Big Sisters of America, Habitat for Humanity International, Hands On Network, Nazarene Compassionate Ministries, and the Points of Light Foundation. These grants will support hurricane relief effort by baby boomer volunteers. Because they require a 2 to1 match, they will leverage nearly \$8 million in non-federal funds. The grants will support nearly additional 72,000 community volunteers, mostly baby boomers

Now it is my great please to introduce our leader for this conference, the Honorable Dorcas R. Hardy, chair of the White House Conference on Aging's Policy Committee.

Now what we've all been waiting for – the PSAs. The "Get Involved" PSAs are in English and Spanish and in print, radio, television, online. They feature the true stories of four boomers who are giving of their time in a variety of ways. If you look around the room, you'll see print ads. We'll start with radio and then move to television. Without further ado ...

Let's meet the Boomers featured in these ads:

- Ken Wyban, recently retired from the U.S. Army as a Sergeant Master, gives his time to USO to help young soldiers
- Betty Gonzalez, from Plainview, Texas volunteers through her church, delivers meals to homebound elderly, and teaches women how to start their own business.
- Ray Wright hails from Detroit, Michigan, created an organization to provide mentors for at-risk youth. Ray served in VISTA in his younger

**years, and he signing up for another tour of duty with AmeriCorps VISTA.**

- **Carter Flemming lives in Alexandria is a board member and longtime volunteer for Red Cross. She also volunteers as Court Appointed Special Advocate. Carter will speak on behalf of our Boomer volunteers:**